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A knowledge test covering subject matter of the Beginning Sewing TV series was sent to 344 registrants following the series, to measure the program effectiveness. Although the response was small (38%), characteristics of the viewers were identified: median age of 44.1 years; married for 21.3 years, family size of 3.8, completion of an average of 12.2 years of school, and less than one-third belonging to an extension division. The majority of viewers obtained notification of the series from newspapers and the extension newsletter. Other findings showed that almost three quarters of the women had sewn before, the mean number of programs viewed was 3.7, and few viewers attended supplementary extension classes. Respondents were generally favorably impressed with the series, found the information packets helpful, and increased their knowledge of sewing. Those viewing more programs had higher scores, but no relationship was found between age groups (those under 20 to 45 years and 46 years+). (The appendixes include the knowledge test, letter of introduction, and registrant data.) (pt)

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EVALUATION OF TV SERIES

BEGINNING SEWING

ALBANY AREA

NEW YORK COOPERATIVE EXTENSION

Special Report No. 24

Office of Extension Studies

New York State Colleges of Agriculture and Home Economics
Statutory Colleges of the State University
at Cornell University
Ithaca, New York

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PREFACE

This study was initiated at the request of the Cooperative Extension Specialist--Home Economics Television, who operates in the Albany area of New York State. As an evaluation study it has limitations resulting from inability to conduct pre-testing of participants and to the necessity for post-testing by mail. Despite these handicaps, the findings give some indication of the characteristics of the participants and their general evaluation of the TV series, Beginning Sewing. It can also be inferred from the data that the participants increased their knowledge of sewing. An important negative finding was the low participation in supplementary classes following the TV series. The findings, despite limitations, have provided an opportunity to state some implications which those associated with home economics TV programing may study for guidance in future planning.

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EVALUATION OF THE TV SERIES
BEGINNING SEWING, ALBANY AREA

Summary of Findings

I. Return of Schedules

A. A schedule which included a knowledge test covering the subject matter of the TV series, Beginning Sewing, was sent to the 344 registrants interested in the TV course. Returns were received from 129, or 38 percent, of the 344.

II. Characteristics of Respondents

A. The respondents were essentially middle-aged women, most of whom were married for a number of years, whose average size of family was not large, about four fifths of whom had either completed high school or had some college education, and a large majority of whom were not members of the Home Economics Division of Cooperative Extension.

III. Experience of Respondents Relative to TV Series on "Beginning Sewing"

A. Newspapers and the Extension newsletters were the principal media through which the respondents had learned about the programs.

B. Less than one fifth of the respondents reported being regular viewers of the Extension TV program, Table Talk.

C. Although the TV series was advertised as Beginning Sewing, and hence geared to the inexperienced sewer, almost three fourths of those reporting indicated they had sewn before.

D. Only a small number of the women saw all six of the TV programs on Beginning Sewing. However, three fifths saw at least four of the programs.

E. Very few of the respondents attended the supplementary classes which the home economics agents in the area had scheduled.

IV. Evaluation of the TV Series on "Beginning Sewing"

A. The respondents as a whole appeared to be favorably impressed by the TV sewing programs.

B. Qualifications in the general evaluation by the respondents included: inconvenient time, more time needed, and TV reception poor.

C. In general, the women considered the packets sent them as supplements to the TV presentations helpful or very helpful.

D. The post-test of knowledge acquired was taken by 129 women. Their mean percent score was 81.4.[1] The mean number of correct answers for the 37 items in the test was 30.1.

E. The most frequently missed item in the test was, when clipping a curved seam, clip only up to the line of staystitching (correct answer: false).

F. The two items of the test most often correct were: you can expect to find fabric yardage requirements, trim suggestions and other notions listed on the pattern back (correct answer: true); and, both fabric and pattern pieces should be pressed flat before using (correct answer: true).

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[1]Since there was no pre-test, it is difficult to know just what the degree of learning was. Moreover, there is no way to know what assistance the respondents received in answering the test, either from others, their notes, or their kit material.

V. Relation of Post-Test Scores to Other Variables

A. A significant difference (at $P<.01$) was found between the mean percent test scores of respondents viewing 0-3 programs and those viewing 4-6 programs, with the latter having the higher mean.

B. Only seven of the 127 respondents reporting attended supplementary classes. No test of the difference between those attending and not attending was attempted.

C. No significant difference was found between the mean percent scores of the younger women (under 20 to 45 years) and the older ones (46+ years).

Implications

1. If evaluating the influence on learning of a TV program is attempted, both pre- and post-testing should be done.
2. If reaching younger married women with a beginning sewing course is considered important, a greater effort should be made to register them. To reach these women it may be necessary to prepare lists of young married women who are not members of the Extension Associations.
3. The educational level of the women reached suggests that consideration should be given to raising the level of whatever is taught. The fact that the women who responded to the schedule had some sewing experience also has bearing on the level of the subject matter taught.
4. The replies of the respondents suggest that it may be more efficient to restrict efforts in advertising TV programs to newspaper articles and announcements in Extension newsletters.

5. While it is difficult to determine from the scores the actual learning of the respondents as a result of their exposure to the TV programs and kit material (for a few, their participation in supplementary classes), the fact that those who viewed the greater number of programs had a significantly higher average percent test score than those who saw none or few programs strongly suggests that the programs were effective.
6. Future teachers of TV sewing programs which are similar in content could profit through studying test items for guidance regarding emphasis on various aspects of subject matter.
7. The distribution to registrants of printed materials in advance of the TV programs was widely approved and should be considered an important part of TV programing.
8. The participation in the supplementary classes was so small that there is serious question as to the advisability of attempting this kind of activity in the future unless it is more effectively organized so as to assure the attendance of the registrants.
9. Finally, the returns constituted only 38 percent of all registrants and are hardly of sufficient magnitude to be statistically valid. The findings should, therefore, be considered indicative rather than conclusive.

EVALUATION OF THE TV SERIES
BEGINNING SEWING, ALBANY AREA

Introduction

The TV series, Beginning Sewing, was produced under the leadership of Mrs. Eleanor Wages, Cooperative Extension Specialist--Home Economics TV, who works with the Home Economics Division in 11 counties in the Albany area.[1] The TV series was conducted through station WAST (Channel 13) at 7:30 A.M. for a half hour on six successive Wednesdays beginning September 4 and ending on October 9. Mrs. Wages was the TV teacher. The lessons consisted of from four to six topics. Supplementary classes were scheduled in 10 of the 11 counties of the area. In general these classes were scheduled to follow each TV program. The number of supplementary classes scheduled in the 10 counties varied from two to six. Four counties scheduled as many classes (six) as there were TV programs. In each county the supplementary classes were taught by a home economist from the Home Economics Division. The classes were conducted from 1.5 to 3 hours; most were held for two hours.

A total of 344 women registered in advance for the program. The registration fee was $1.00. Registrations were obtained by sending registration material to the members of County Cooperative Extension Associations (Home Economics Divisions) in the 11 counties of the Albany area, by advertisements in fabric stores throughout the area, by announcements in Extension newsletters, by articles in the various area newspapers, and by announcements over TV. Each registrant was sent a kit of material under franked mail which included: 1) lesson outlines for the six TV programs, 2) a schedule of supplementary classes to be

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[1] Thirteen counties had registrants for the series, but in only eleven counties did the registrants participate.

held in the 11 counties, 3) three pieces of literature relating to sewing, i.e., Sewing Made Easy (College of Home Economics, Cornell University), Learn to Sew (College of Home Economics, Cornell University), and Beginning Sewing Television Series--Pattern Size Chart (Cooperative Extension Specialist--Home Economics TV). Following the mailing of the kit, additional material was sent the registrants through the regular mail. This material included: Let's Face It (Educational Bureau, Coats & Clark, Inc.), Hems (Educational Bureau, Coats & Clark, Inc.), and Lapped Zipper Application (Talon Educational Service).

Following the final lesson on October 9, a schedule which contained questions concerning the participants' personal characteristics, their general evaluation of the TV programs and supplementary classes, and a list of items designed to test the knowledge conveyed by the programs, was sent to all the registrants (see Appendix A).[1] This schedule was mailed on October 14, 1968, which was five days after the last TV program, but a little before two supplementary classes were scheduled in one county. On November 22, a second schedule was sent to those who had failed to return the first one. A copy of the test portion of the schedule was subsequently returned to the respondents with their answers to items accompanied by correct answers. The schedule was constructed by Mrs. Eleanor Wages, Cooperative Extension Specialist--Home Economics TV; Mrs. Madeline C. Blum, Associate Professor, Textiles and Clothing; and Dr. Frank D. Alexander, Leader of Extension Studies.

Of the 344 registrants, 129, or 38 percent, returned the schedule. This is a relatively small percent of the total. Hence the findings can only be considered partially indicative of the participants' characteristics, of their general evaluation of their

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[1] Although the transmittal letter which accompanied this schedule referred to questionnaire, because of the inclusion of the knowledge test, it was considered advisable in this report to designate the questionnaire as a schedule.

learning experiences, and of their knowledge level following these experiences. Since there was no pre-test to indicate the level of knowledge of the respondents before their exposure, it can only be inferred that their level of attainment on the post-test was influenced by the program. Of the 13 counties which had registrants, 11 had three or more who returned schedules. The percent of all registrants in each of these 11 counties who returned schedules ranged from 23 to 47 (see Appendix B). Two counties which were really not in the immediate Albany area had one registrant each, neither of whom returned a schedule.

Characteristics of Respondents

Age

The median age for the 126 respondents who gave information was 44.1 years. Over one third of the respondents (47, or 37 percent) were over fifty years of age (Table 1). At the other extreme, there were four in the under 20 age group.[1]

Marital Status

Eighty-seven percent of the 126 women responding were married (Table 2). Only eight, or six percent, had never been married, and four of these were under 20 years of age.

Number of Years Married

For the 114 women who had ever been married and furnished information, the mean number of years married was 21.3 (Table 3). Twelve respondents, or 11 percent, had been married five

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[1]The tables for this report are to be found in Appendix C.

years or less, and six, or five percent, had been married 45 years or more.

Family Size

The average family size for 124 respondents was 3.8, although 39, or 32 percent, reported only one or two in the family; and three, or two percent, had 10 family members (Table 4).

Years of Schooling Completed

The respondents as a whole appear to be quite well educated. The median number of years of school completed was 12.2; and 17, or 14 percent of the 121 who gave information, had completed 16 or more years of school (Table 5). Eleven, or nine percent, had had only eight years of formal education.

Membership in Home Economics Division of Cooperative Extension

Less than one third (32 percent) of 125 respondents were members of the Home Economics Division of Cooperative Extension (Table 6). Another three, or two percent, indicated that they were members of 4-H.

Experience of Respondents Relative To TV Series on "Beginning Sewing"

Publicity of TV Series on "Beginning Sewing"

The respondents were asked to check the ways in which they learned about the television series on beginning sewing. They were given a choice of newspaper, Extension newsletter, preceding "Table Talk" program, flyers in fabric stores, and other. Many checked more than one.

Of the 126 women who answered the question, 56, or 44 percent, checked that they had learned about it in the newspaper

(Table 7). Extension newsletter was checked by 50, or 40 percent. Only 28, or 22 percent, had heard about it on the preceding "Table Talk" program.

Previous Viewing of Home Economics TV Program

The respondents were asked whether they had been regular viewers of Table Talk (the home economics TV program) before the sewing series. Only 21, or 17 percent of the 124 women who answered the question, said that they were regular viewers (Table 8). Another five, or four percent, indicated that they saw it occasionally.[1]

Sewing Experience

Although this TV series was advertised as Beginning Sewing, and hence was geared to the inexperienced sewer, almost three quarters (72 percent) of the 123 women reporting indicated that they had sewn before (Table 9). Another 17, or 14 percent, mentioned that they had sewn a little or had just started, leaving only 14 percent who had never sewn at all.

Exposure of Respondents to the TV Series on "Beginning Sewing" and to the Supplementary Classes

Number of sewing programs seen. Only one fifth of 122 respondents had seen all six of the programs; however, 73 women, or 61 percent, had seen at least four of them (Table 10). There were nine respondents who had actually not seen any of the programs, and several of these indicated that they were unable to watch because the time was inconvenient. The mean number of programs seen was 3.7, including those who had seen none; or 4.0, including only those who had seen at least one.

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[1]Two of the 28 who had heard about the television series on beginning sewing gave no information on their previous viewing of the home economics TV program, Table Talk.

Attendance at supplementary classes. Very few of the respondents (seven, or six percent) had attended any of the supplementary classes (Table 11). Of these seven, two had attended only one, and two stated that they had attended all of the classes, but the number was not indicated. The reason given most frequently for not attending was could not get to classes. Of the 109 women furnishing information, 63, or 58 percent, gave this reason (Table 12).

Evaluation of TV Series on "Beginning Sewing"

General Opinion of TV Programs

The respondents as a whole appeared to be favorably impressed with the TV sewing programs. None of the comments made were completely negative and 102 women (92 percent of the 111 who made comments) expressed favorable opinions (Table 13). Although 26 of these, or 23 percent, qualified their responses in some way, the qualifications did not reflect on the quality of the programs. The qualifications mentioned were: inconvenient time, more time needed, and TV reception poor. Altogether 17 of the women who saw at least one of the programs mentioned that the time was inconvenient.

Evaluation of Information Packets

Only three, or two percent, of the 124 women who answered the question, found the packet of little help (Table 14). Eighty-four percent thought the packet was helpful and 12 percent thought it moderately helpful.

Post-Test of Knowledge

Percent scores. The test included 35 items, one of which was divided into three parts, so that 37 was used as the base in figuring the percent score. The 129 women who took the test did quite well as a group. The mean percent test score was 81.4, and about one quarter of the respondents received scores of from 90 to 100 (Table 15). Two of these achieved a perfect score. Only 16 (12 percent) received scores of less than 70 percent. It should be observed that giving only a post-test is not an adequate method for ascertaining influence of a program on learning since nothing is known about the level of the participants' knowledge before exposure. Furthermore, taking a test by mail precludes control over the testing situation with the result that some may have made use of notes, kit material, etc., while others did not.

Number of correct answers. Seven women had either all 37 answers correct or missed just one (Table 16). Only six answered less than 21 correctly. The mean number of correct answers for the 129 respondents was 30.1.

Item analysis. Item number 32, when clipping a curved seam, clip only up to the line of staystitching, was the one missed most frequently, with only one third of the women answering it correctly. Altogether there were six items which were answered correctly by two thirds or less of the respondents. On the other hand, twelve items were answered correctly by 90 percent or more. The two items most often correct, with 98 percent giving the correct answer, were items 3 and 6, both having to do with use of patterns. The tabulation on the following pages presents the test items arrayed from high to low by percent giving the correct answer.

Question number		Percent correct
3.	You can expect to find fabric yardage requirements, trim suggestions and other notions listed on the pattern back. (True)	98
6.	Both fabric and pattern pieces should be pressed flat before using. (True)	98
19.	Seam finishes prevent seams from raveling. (True)	97
27.	Basting with a machine is done with the stitch regulator set to make tiny stitches. (False)	96
34.	Seams incorporated in a hem should be trimmed to prevent an excess of bulk. (True)	94
1.	When selecting fabrics, avoid prints which are printed off grain. (True)	93
26.	The average seam width allowed on patterns is 5/8 inch. (Correct)	93
29.	A flexible presser foot permits you to sew over pins. (True)	93
2.	A shears is used for cutting and scissors are used for clipping thread, seams and corners. (True)	92
9.	On each pattern piece you will find the name of the piece, the pattern number and the size. (True)	92
17.	Staystitching prevents curved edges from stretching. (True)	92
30.	The placket opening for a zipper equals the length of the zipper from base of bottom-stop to end of turned up pull tab plus 1/4 inch clearance for neckline finish plus seam allowance. (True)	91
13.	Darts and other markings are marked on the right side of the garment. (False)	89
28.	Pins should be placed at right angles to the edge of the fabric when preparing to sew a seam. (True)	88
35.	To ease fullness into a hem, gather in the fullness along the top edge by using a long machine basting stitch. (True)	88
12.	Cutting and sewing should be done against the grain. (False)	87
8a.	Bias is the direction at a 45 degree angle with the selvage. (Correct match)	85

Question number		Percent correct
11.	Notches along the pattern edge should be cut into the seam allowance. (False)	85
22.	The stitching on darts can be secured by sewing with very large stitches near the tip of the dart. (False)	85
33.	Understitching along the neckline facing seam prevents the neckline facing from showing. (True)	85
8b.	Lengthwise is the grain running in the same direction as the selvage. (Correct match)	84
23.	Vertical darts are pressed toward the center of the garment. (True)	84
21.	To stitch darts you sew from the narrowest point to the widest part of the dart. (False)	82
7.	Fabric can be straightened by pulling it on the bias. (True)	80
5.	You will need to use all the pattern pieces provided with the pattern for each view or style. (False)	79
8c.	Crosswise is the grain at right angles to the selvage. (Correct match)	79
20.	Edge stitching as a seam finish is done approximately 1/8 inch from the cut edge. (True)	78
24.	Bust darts are pressed up. (False)	78
31.	When layering facing seams the facing edge is cut down to 1/8 inch and the bodice edge to 1/4 inch. (True)	74
4.	Zippers, seam binding and rick rack do not need to be preshrunk. (False)	71
25.	The side seams of a dress are sewn from the hem to the under arm according to directional stitching. (True)	71
10.	Pins should be placed at right angles to the cutting line when laying out the pattern on the fabric. (True)	67
15.	The direction in which you thread the needle of the sewing machine can be determined by the position of the last thread guide before the needle. (True)	66

Question number		Percent correct
18.	Staystitching and sewing of seams is usually done with 6-8 stitches per inch. (False)	63
14.	Markings made with tailor's tracing paper and wheel will wash out. (False)	53
16.	Staystitching is a line of stitching placed 1/8 inch from the cut edge. (False)	46
32.	When clipping a curved seam, clip only up to the line of staystitching. (False)	33

Relation of Post-Test Scores to Other Variables

Number of TV programs viewed. When the respondents were divided into two groups on the basis of number of programs viewed, there were 49 women in the low group (0-3 programs seen) and 73 in the high group (4-6). The mean percent test score for the low group was 77.94 as compared to 84.99 for the high group (Table 17). When tested by t, this difference was found to be significant ($P<.01$) and would seem to indicate that the women who had watched most of the programs did learn more than those who had not.[1]

Number of supplementary classes attended. Since only seven respondents attended one or more supplementary classes, no really valid comparison can be made with the 120 giving information who did not attend any. However, the mean score for the latter group was 81.5 compared to 86.9 for the former (Table 18). None of the women who attended any classes received less than 70 percent on the test.

Age of respondents. When the respondents were divided into two groups at approximately the median on the basis of age, there was very little difference between the mean test scores. The low age group (under 20 to 45 years) had a mean score of 82.4 compared with 81.0 for the high age group (46+) (Table 19).

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[1] For this study the P level accepted as significant was .05. It should be noted that the women who watched most of the programs could have been those who knew more about sewing before viewing the programs.

APPENDIX A

SCHEDULE AND LETTER OF TRANSMITTAL

16/17

Name_____

Address_____

True	False	Check either true or false on the appropriate blank for each question.
X*	____	1. When selecting fabrics, avoid prints which are printed off grain.
X	____	2. A shears is used for cutting and scissors are used for clipping thread, seams and corners.
X	____	3. You can expect to find fabric yardage requirements, trim suggestions and other notions listed on the pattern back.
____	X	4. Zippers, seam binding and rick rack do not need to be preshrunk.
____	X	5. You will need to use all the pattern pieces provided with the pattern for each view or style.
X	____	6. Both fabric and pattern pieces should be pressed flat before using.
X	____	7. Fabric can be straightened by pulling it on the bias.
____	____	8. Match the word on the left with the proper descriptive phrase on the right by drawing a line connecting them.

Bias	grain running in the same direction as the selvage
Lengthwise	grain at right angles to the selvage
Crosswise	direction at a 45 degree angle with the selvage

X	____	9. On each pattern piece you will find the name of the piece, the pattern number and the size.
X	____	10. Pins should be placed at right angles to the cutting line when laying out the pattern on the fabric.
____	X	11. Notches along the pattern edge should be cut into the seam allowance.

*Indicates correct answer.

___	X	12. Cutting and sewing should be done against the grain.
___	X	13. Darts and other markings are marked on the right side of the garment.
___	X	14. Markings made with tailor's tracing paper and wheel will wash out.
X	___	15. The direction in which you thread the needle of the sewing machine can be determined by the position of the last thread guide before the needle.
___	X	16. Staystitching is a line of stitching placed 1/8 inch from the cut edge.
X	___	17. Staystitching prevents curved edges from stretching.
___	X	18. Staystitching and sewing of seams is usually done with 6-8 stitches per inch.
X	___	19. Seam finishes prevent seams from raveling.
X	___	20. Edge stitching as a seam finish is done approximately 1/8 inch from the cut edge.
___	X	21. To stitch darts you sew from the narrowest point to the widest part of the dart.
___	X	22. The stitching on darts can be secured by sewing with very large stitches near the tip of the dart.
X	___	23. Vertical darts are pressed toward the center of the garment.
___	X	24. Bust darts are pressed up.
X	___	25. The side seams of a dress are sewn from the hem to the under arm according to directional stitching.
5/8	___	26. The average seam width allowed on patterns is 1/8 inch, 3/8 inch, 1/2 inch, or 5/8 inch. (Circle one)
___	X	27. Basting with a machine is done with the stitch regulator set to make tiny stitches.
X	___	28. Pins should be placed at right angles to the edge of the fabric when preparing to sew a seam.
X	___	29. A flexible presser foot permits you to sew over pins.

X		30.	The placket opening for a zipper equals the length of the zipper from base of bottom-stop to end of turned up pull tab plus 1/4 inch clearance for neckline finish plus seam allowance.
X		31.	When layering facing seams the facing edge is cut down to 1/8 inch and the bodice edge to 1/4 inch.
	X	32.	When clipping a curved seam, clip only up to the line of staystitching.
X		33.	Understitching along the neckline facing seam prevents the neckline facing from showing.
X		34.	Seams incorporated in a hem should be trimmed to prevent an excess of bulk.
X		35.	To ease fullness into a hem, gather in the fullness along the top edge by using a long machine basting stitch.

I would appreciate it if you would also take a few extra minutes to answer the following questions.

1. How did you learn about this television series on "Beginning Sewing?" (Check as many as apply.)

   _____newspaper
   _____Extension newsletter
   _____preceding TABLE TALK program
   _____flyers in fabric stores

2. Were you a regular viewer of TABLE TALK before the series? (Check one.)

   _____yes
   _____no

3. Did you find the packet of information (Check one.)

   _____helpful?
   _____moderately helpful?
   _____of little help?

4. Had you sewn before?

   _____yes
   _____no

5. Circle the number of programs that you saw.

1 2 3 4 5 6

6. What was your general opinion of the programs?

_____

_____

_____

7. Did you attend any of the supplementary sewing classes held in your county?

_____yes
_____no

If you answered yes, how many did you attend? _____

8. If you answered no to question 7 was the reason because you

_____did not need additional help
_____could not get to the classes. (Check one.)

9. My age is: (check one category)

_____20 or under
_____20-25
_____26-30
_____31-35
_____36-40
_____41-45
_____46-50
_____51 or over

10. Please circle the number of years of education you have completed.

6 7 8 9 10 11 12 13 14 15 16 over 16

11. Marital status: (check one and if a or b is checked indicate number of years)

_____a) Married; number of years since first married_____
_____b) Widowed; number of years since first married_____
_____c) Single

12. Will you please indicate the number of persons in your immediate family? (Count husband, wife, children at home and children away from home in school.) _____number

13. Are you a member of the Home Economics Division of Cooperative Extension?

_____yes
_____no

Thank you for your cooperation.

Sincerely,

Eleanor J. Wages (Mrs.)
Cooperative Extension Specialist
Home Economics Television

October 14, 1968

Dear Homemaker:

Because you enrolled in the "Beginning Sewing" television series, I am sending you a questionnaire to help us in Cooperative Extension judge the effectiveness of television teaching. Attached are some questions which will help you check up on what you have gotten out of the television programs. Please answer all of the questions and then return the questionnaire using the enclosed envelope. After checking your answers, the questionnaire will be returned to you so you can see how well you have done. For this reason please include your name and address.

I hope you have enjoyed the series. With your help in filling out this questionnaire, we will be better able to improve our teaching methods on television and present more topics of interest to you.

Sincerely,

Eleanor J. Wages (Mrs.)
Cooperative Extension Specialist
Home Economics Television

P.S. Don't forget to come to the Fashion Show at Macy's Community Room on Saturday, October 19, at 2:00 p.m.

APPENDIX B

NUMBER OF REGISTRANTS WITH NUMBER AND PERCENT OF RETURNS, BY COUNTIES

Table 1

Number of Registrants for the TV Series, Beginning Sewing, and Number of Schedules Returned with Percent Of Returns, by Counties

Counties	No. of registrants	No. of schedules returned	Percent of returns
Albany	82	31	38
Columbia	13	3	23
Essex	1		
Fulton	9	3	33
Greene	19	9	47
Herkimer	1		
Montgomery	14	6	43
Rensselaer	36	13	36
Saratoga	64	28	44
Schenectady	68	22	32
Schoharie	9	3	33
Warren	18	5	28
Washington	19	3	30
Total	344	126[a]	38

[a]Three additional schedules were obtained, but there was no county identification on them.

APPENDIX C

TABLES

Table 1

Number and Percentage Distribution of Respondents According to Age

Age	Respondents Number	Percent
Under 20	4	3
20 - 25	9	7
26 - 30	17	13
31 - 35	13	10
36 - 40	12	10
41 - 45	11	9
46 - 50	13	10
51 or over	47	37
Total	126[a]	99[b]
Median[c]	44.1	

[a]Three gave no information.

[b]Does not add to 100 because of rounding.

[c]Because of open-end categories, only median could be calculated.

Table 2

Number and Percentage Distribution of Respondents According to Marital Status

Marital status	Respondents Number	Percent
Married	110	87
Widowed	7	6
Single	8	6
Divorced or separated	1	1
Total	126[a]	100

[a]Three gave no information.

Table 3

Number and Percentage Distribution of Respondents According to Number of Years Since First Married

Number of years since first married	Respondents Number	Respondents Percent
1 - 5	12	11
6 - 10	17	15
11 - 15	16	14
16 - 20	17	15
21 - 25	10	9
26 - 30	13	11
31 - 35	11	10
36 - 40	6	5
41 - 44	6	5
45+	6	5
Total	114[a]	100
Mean	21.3	

[a]Eight had never been married and seven gave no information.

Table 4

Number and Percentage Distribution of Respondents According to Number in Family

Number in family	Respondents Number	Respondents Percent
1	6	5
2	33	27
3	21	17
4	26	21
5	17	14
6	10	8
7	6	5
8	2	2
10	3	2
Total	124[a]	101[b]
Mean	3.8	

[a]Five gave no information.

[b]Does not add to 100 because of rounding.

Table 5

Number and Percentage Distribution of Respondents According to Years of Schooling Completed

Years of schooling completed		Respondents	
		Number	Percent
8		11	9
9		4	3
10		5	4
11		4	3
12		43	36
13		21	17
14		8	7
15		8	7
16		5	4
17+		12	10
	Total	121[a]	100
	Median	12.2	

[a]Eight gave no information.

Table 6

Number and Percentage Distribution of Respondents According to Membership in Home Economics Division of Cooperative Extension

Member of Home Economics Division of Cooperative Extension		Respondents	
		Number	Percent
Yes		40	32
No		82	66
No, 4-H		3	2
	Total	125[a]	100

[a]Four gave no information.

Table 7

Number and Percent of Respondents According To How Learned About Television Series

How learned about television series	Number of respondents	Percent of total respondents (N=126)
Newspaper	56	44
Extension newsletter	50	40
Preceding Table Talk program	28	22
Flyers in fabric stores	19	15
Other	7	6

Table 8

Number and Percentage Distribution of Respondents According to Whether They Were Regular Viewers of Table Talk Before the Series

Regular viewer of "Table Talk"	Respondents Number	Percent
Yes	21	17
No	98	79
Sometimes or occasionally	5	4
Total	124[a]	100

[a]Five gave no information.

Table 9

Number and Percentage Distribution of Respondents According to Whether They Had Sewn Before

Had sewn before	Respondents	
	Number	Percent
Yes	89	72
No	17	14
Very little, some, or just started	17	14
Total	123[a]	100

[a]Six gave no information.

Table 10

Number and Percentage Distribution of Respondents According to Number of Programs in Series Seen

Number of programs seen	Respondents	
	Number	Percent
None	9	7
1	7	6
2	9	7
3	24	20
4	36	30
5	13	11
6	24	20
Total	122[a]	101[b]
Mean (excluding 0)	4.0	
Mean (including 0)	3.7	

[a]Seven gave no information.

[b]Does not add to 100 because of rounding.

Table 11

Number and Percentage Distribution of Respondents According to Attendance at Supplementary Sewing Classes Held in the County

Attended any of the supplementary sewing classes	Respondents	
	Number	Percent
Yes	7	6
No	120	94
Total	127[a]	100

[a]Two gave no information.

Table 12

Number and Percentage Distribution of Respondents According to Reason for Nonattendance at Supplementary Sewing Classes Held in the County

Reasons for nonattendance	Respondents	
	Number	Percent
Did not need additional help	40	37
Could not get to classes	63	58
Both	4	4
Other	2	2
Total	109[a]	101[b]

[a]Seven did attend the classes and 13 gave no information.

[b]Does not add to 100 because of rounding.

Table 13

Number and Percentage Distribution of Respondents According to Their General Opinion of TV Programs

General opinion of TV programs	Respondents Number	Respondents Percent
Favorable	76	69
Favorable, but time inconvenient	16	14
Favorable, but more time needed	6	5
Favorable, but TV reception poor	4	4
Mixed[a]	6	5
Neutral--watching for hints-- interested in adult dress	2	2
Time inconvenient	1	1
Total	111[b]	100

[a]The mixed comments were generally favorable, but included some specific criticism or suggestion for improvement.

[b]Nine did not see the programs and nine gave no information.

Table 14

Number and Percentage Distribution of Respondents According to Their Opinion on the Helpfulness Of the Packet of Information

Helpfulness of packet	Respondents Number	Respondents Percent
Helpful	104	84
Moderately helpful	15	12
Of little help	3	2
Of no help	0	--
Intend to use later or use as resource	2	2
Total	124[a]	100

[a]One did not receive the packet of information and four gave no information.

Table 15

Number and Percentage Distribution of Respondents According to Percent Score on Sewing Test

Percent score	Respondents	
	Number	Percent
Under 50	3	2
50 - 59	5	4
60 - 64	3	2
65 - 69	5	4
70 - 74	10	8
75 - 79	20	16
80 - 84	23	18
85 - 89	27	21
90 - 94	16	12
95 - 99	15	12
100	2	2
Total	129	101[a]
Mean	81.4	

[a]Does not add to 100 because of rounding.

Table 16

Number and Percentage Distribution of Respondents According to Number of Correct Answers on Test

Number of correct answers	Respondents	
	Number	Percent
Under 10	2	2
10 - 15	1	1
16 - 20	3	2
21 - 25	10	8
26 - 30	36	28
31 - 35	70	54
36 - 37	7	5
Total	129	100
Mean	30.1	

Table 17

Mean Percent Test Scores of Respondents
Divided Into High and Low Groups
According to Number of Programs Viewed

Number of programs viewed[a]	Mean percent score
0 - 3 (N=49)	77.94
4 - 6 (N=73)	84.99

t=2.879

P<.01

[a]Seven of the 129 answering the test gave no information on number of programs seen. It was impossible to divide the respondents into two groups according to number of programs viewed so that the groups were approximately equal.

Table 18

Number and Percentage Distribution of Respondents
According to Percent Scores on Test by Attendance
And Nonattendance at Supplementary Sewing Classes

	Attendance at supplementary sewing classes[a]			
	Attended one or more		Did not attend any	
Percent scores	Number	Percent	Number	Percent
Under 50	0	--	3	2
50 - 59	0	--	4	3
60 - 64	0	--	3	2
65 - 69	0	--	4	3
70 - 74	1	14	9	8
75 - 79	0	--	20	17
80 - 84	2	29	21	18
85 - 89	1	14	26	22
90 - 94	2	29	14	12
95 - 99	1	14	14	12
100	0	--	2	2
Total	7	100	120	101[b]
Mean	86.9		81.5	

[a]Two of the 129 answering the test gave no information on supplementary classes attended.

[b]Does not add to 100 because of rounding.

Table 19

Number and Percentage Distribution of Respondents According to Percent Scores on Test by High and Low Ages

Percent scores	Low age[a] (under 20 to 45)		High age[a] (46+)	
	Number	Percent	Number	Percent
Under 50	2	3	1	2
50 - 59	1	2	3	5
60 - 64	1	2	2	3
65 - 69	1	2	3	5
70 - 74	5	8	5	8
75 - 79	11	17	9	15
80 - 84	11	17	12	20
85 - 89	16	24	10	17
90 - 94	7	11	9	15
95 - 99	9	14	6	10
100	2	3	0	--
Total	66	103[b]	60	100
Mean	82.4		81.0	

[a]Three respondents gave no information on their age.

[b]Does not add to 100 because of rounding.

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